MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2215)

DFC5117 – FUNDAMENTALS OF COMMUNICATION

(All groups)

20 FEBRUARY 2023
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **ONE** page.
2. Answer **ALL** questions in **Section A** and **Section B**.
3. Write your answers in the Answer Booklet.

SECTION A: SHORT ANSWER (20 MARKS)

Answer all questions.

1. The differences between a communication theory and a communication model can be explained in terms of these parameters - concept, nature, work, base, use and guidance. Explain the differences from any THREE (3) parameters. (6 marks)

2. According to Craig, R.T. (1999), there are seven traditions of communication theory. Provide FIVE (5) explanations for the cybernetic tradition of communication theory. (5 marks)

3. Constructivism holds that people create knowledge to function rationally in the world. Identify and explain any TWO (2) of the principles of constructivism.
   a) Identify TWO (2) of the principles of constructivism (2 marks)
   b) Provide TWO (2) explanations for each identified principle above (4 marks)

4. Symbolic interactionism attempts to explain how people attach various meanings to words and symbols. It proposes a social theory of the *self*, or a *looking glass self*. Provide THREE (3) explanations for this proposition. (3 marks)

SECTION B: ESSAY (20 MARKS)

Answer all question.

1. Communication theory explains the principles, methods, and components that affect the process of sending and receiving messages. It plays an important role in understanding human beings.

   Discuss any TWO (2) theories listed below in about 200 words each and provide an example for each theory.
   a. Expectancy Violation Theory
   b. Semiotics
   c. Agenda Setting Theory

End of Paper